

TDF03-084: Peekafood – A digital menu for restaurants based on Augmented Reality and Artificial Intelligence

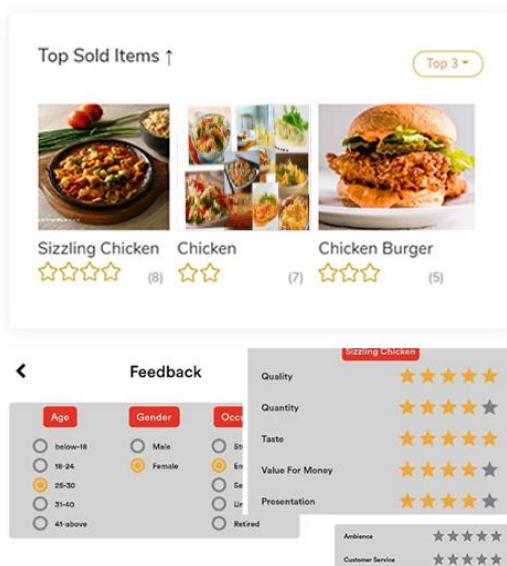
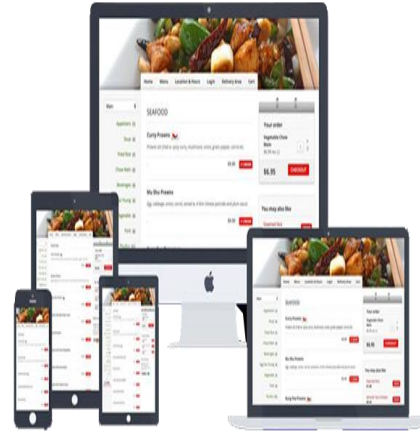
Principal Investigator: Dr. Osman Hasan, NUST (SEECS)

Industry Partner: NuqtaSol (Pvt), Ltd.

Peekafood is developed with the help of HEC Technology Development Fund (TDF) awarded project.

Peekafood (<http://www.peekafood.com/>) is a digital platform with iOS, android and web applications, all powered with machine learning and artificial intelligence.

Peekafood is an answer to many problems/challenges that are being faced by the restaurant industry worldwide. We also believe that due to issues, such as COVID-19, there's a great need for industries to digitize their operations and become more virtually accessible. Peekafood capabilities, such as dish display, sentiment analysis, product recommendation, searching based on reviews, offer promotions and order placement make the solution more relevant and a need of the hour. The main project outputs for the proposed research include:



- Android and iOS App for Peekafood Customers
- Web portal for Peekafood Restaurant Businesses
- Azure Machine Learning studio-based Food Recommendation Engine
- Azure text analysis API and Microsoft Azure Sentiment Analysis API based User analytics and Feedback for Businesses
- ARCore based Augmented Reality Feature for 3D Menu Display

The technology has been licensed to our industrial partner NuqtaSol. We have also filed a copyright for our mobile applications to IPO, Pakistan. The product license has been acquired by our industrial partner and we will be working with them in the future to take the product to the market while sharing the generated revenue as per the NUST Innovation and Commercialization policy.